

June 26, 2007

To the Honorable Common Council
Zoning, Neighborhoods and Development Committee
City of Milwaukee

Dear Committee Members:

File No. 070287 relates to the approval of the First Amendment to a Detailed Planned Development (DPD) known as North Meadows Stage 5, on land located West of North 91st Street and North of West Brown Deer Road, in the 9th Aldermanic District.

This amendment would allow for the continued operation of an existing adult retail establishment which is not permitted under the existing Planned Development. Currently, existing uses permitted on this site include a convenience store, liquor store, and fast food/carryout restaurant. The site also contains an existing "adult retail establishment" currently known as Video Sophisticate. This 1,000 sq. ft. portion of the building was originally occupied as a "video store" around June of 1995, and at some point the use changed to an "adult retail establishment". This "adult retail establishment" use is not permitted per the approved planned development nor is it permitted within the Neighborhood Shopping zoning district uses permitted under Common Council File Number 77-708.

One freestanding sign was approved as a part of the DPD. That sign exists on the southwest corner of the site. A fourth tenant sign would be attached to this sign. However, all existing tenant signage would be reduced in size to ensure that the overall area of the sign remains the same with the addition of the fourth tenant.

On June 25, 2007, a public hearing was held and at that time 6 people were in favor of the proposed file and 26 people were opposed. Several people stated that the type of merchandise the store sells is in conflict with image that the neighborhood is trying to portray. Some raised concerns about the majority of the population of the Woodlands being under the age of 21 and this use is a concern. Since the proposed use is not permitted under the approved Planned Development and is inconsistent with the character of the neighborhood, the City Plan Commission at its regular meeting on June 25, 2007, recommended that the proposed change be placed on file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Puente